

Peter retired from his military career at 55 and felt that it was too early to just sit at home and wait for old age to creep upon him. He loves gardening and uses it to keep fit. After a few elderly neighbours asked him for help with their lawns and hedges and thanked him by paying him, he thought it was a good business opportunity where he could use his free time and still good health to earn extra money.

He already had a few gardening tools like a lawn mower, a hedge trimmer and all sorts of gadgets for the smaller jobs but going professional meant he had a good excuse to buy some new **gear**, more suited for frequent use and bigger jobs. Peter also thought of investing in safety equipment like safety goggles, lower back protectors and a cool pair of gardening gloves.



At first, Peter was doing jobs in his local area, generated through **word of mouth** and his neighbours' references. Soon he thought that in order to get a more regular income, he should advertise in the local free magazines, as well as on Facebook through targeted advertising.

Peter is a man of action, he doesn't like paperwork and was happy **to outsource** the creation of his micro-company and the yearly **tax returns** to a certified accountant.



For the everyday accounting, his son introduced him to an online app called QuickBooks, which he can use to issue receipts to his clients, file his expenses and get one-click reports on his balance.

Glossary

- **Gear**: equipment to do something
- **Word of mouth**: spreading of information from one person to another by talking about it
- **to outsource**: to pay someone for a job, that could also be done internally
- **Tax returns**: income declaration leading to paying income tax to the national tax authorities